



Tourism & Events Department  
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**To:** Linda Dillenbeck, Vice Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** March 20, 2018

**Subject:** Staff Report – Tourism Reports

### **Bed Tax Collection Report**

This report provides a summary of monthly tax collections for the city's transient occupancy tax (bed tax), hotel/motel sales tax and sales tax on miscellaneous retail and restaurant as a percentage change from the same period in the previous year.

#### *Highlights for Business Activity in January 2018*

January bed tax collections were down (88%) with YTD collections flat (11%). Miscellaneous retail tax collections were up YTD (12%) and restaurants were up YTD (8%). This report is on a cash basis, so only the cash that is received within the month is included.

January hotel classification report indicates YTD bed tax collections for resorts were down (6.5%), full service property were up (10.7%) and limited service properties were down (-7.4%). The hotel classification report pulls data based on the reporting period not the actual receipt collections.

### **Tourism Program Special Revenue (Bed Tax) Proforma**

The Tourism Program Proforma provides revenue and expenditures for the current and prior fiscal years as well as the adopted budget.

#### *Highlights as February 28, 2018*

Highlighted changes include the City Council event funding approval for the Scottsdale Culinary Event as well as the February TDC event funding recommendations for the Cinco de Mario and Fahrenheit Festivals.

### **Smith Travel Report**

The City of Scottsdale contracts annually with Smith Travel Research (STR) to track hotel data (average room rate, occupancy, etc.) in the Scottsdale/Paradise Valley Market Area and its competing destinations.

*Highlights for January 2018 (Scottsdale Trend Report-59 properties)*

Over the past 12 months occupancy is slightly up (1.1%) average daily rate (\$195.64) is up (3.8%) and Rev Par (\$134.11) is up (5.0%) when compared to the same period last year.

Segment Trend Report (Transient, Group, Contract-25 properties report)

Over the past 12 months occupancy is slightly down (-0.2%) average daily rate (3.4%) and rev par (3.2%) continue to be both up.

Regional Reports

Trend Scottsdale Downtown (17 properties report)

Over the past 12 months occupancy is up (3.6%) average daily rate (\$155.39) is up (1.5) and Rev Par (\$112.18) is up (5.2%) when compared to the same period last year.

Trend Scottsdale Middle (31 properties report)

Over the past 12 months occupancy is slightly up (0.5%) average daily rate (\$193.26) is up (5.2%) and Rev Par (\$128.18) is up (5.7%) when compared to the same period last year.

Trend Scottsdale North (11 properties report)

Over the past 12 months occupancy is slightly up (0.2%) average daily rate (\$233.72) is up (3.4%) and Rev Par (\$163.51) is up (3.6 %) when compared to the same period last year.

Hotel Performance Indicator Definitions

Occupancy is calculated by rooms sold divided by rooms available multiplied by 100.

Average Daily Rate is calculated by taking room revenue divided by rooms sold.

Rev Par is calculated by dividing room revenue by rooms available.

Program Updates

Any program updates will be provided at the March TDC meeting.

**BED TAX COLLECTION REPORT - FY 17/18**  
**Prepared by the City of Scottsdale Tourism Events Department**  
**March 20 ,2018 (Preliminary)**

Item 9a

This report provides a summary of monthly collections of City revenues that reflect activity in the Tourism Industry in Scottsdale. Column one shows the actual month of business activity, not the City receipt of the taxes.

**Table 1** reports the bed tax, the hotel/motel sales tax, the sales tax on miscellaneous retail and the sales tax on restaurants as a percentage change from the same period in the previous year.

**Table 2** provides Bed Tax collections by hotel classification (Resort, Full Service and Limited Service) and a comparison with the same period last year and FY16/17 property pre-classification. As a percentage of 8,727 total hotel rooms in the City as of August 2017. Resort hotels represent 45%, Full Service hotels 21%, and Limited Service hotels 34%.

\*Bed Tax Classification Table reflects only funds received from a specific month. It does not include late payments received.

**Table 1**

**Tourism Indicators as reflected in Monthly City Sales Tax Revenues**

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

Month of Business Activity	Period Share of Annual	16/17 Bed Tax Collections	FY17/18 Bed Tax Collections	Room Rev. Tax Change	Hotel/Motel Tax Change	Misc. Retail Sales Tax	Restaurant Tax Change
<sup>1</sup> June	4.6%	\$860,598	\$1,176,941	37.0%	73.0%	-15.0%	0.0%
<sup>2</sup> July	4.0%	\$739,002	\$902,085	22.0%	45.0%	56.0%	13.0%
<sup>3</sup> August	3.9%	\$719,101	\$929,939	29.0%	57.0%	-6.0%	-9.0%
<sup>4</sup> September	6.4%	\$1,196,588	\$999,185	-16.0%	-11.0%	10.0%	18.0%
<sup>5</sup> October	8.4%	\$1,557,281	\$1,436,557	-8.0%	1.0%	0.0%	-16.0%
<sup>6</sup> November	8.4%	\$1,572,604	\$1,530,091	-3.0%	10.0%	-6.0%	2.0%
<sup>7</sup> December	6.3%	\$1,173,835	\$850,806	-28.0%	-80.0%	2.0%	5.0%
<sup>8</sup> January	6.0%	\$1,115,043	\$2,098,049	88.0%	53.0%	89.0%	72.0%
February	13.0%	\$2,417,432					
March	13.2%	\$2,458,315					
April	16.4%	\$3,054,168					
May	9.5%	\$1,761,758					
<b>Year to date</b>	<b>100.0%</b>	<b>\$18,625,725</b>	<b>\$9,923,653</b>	<b>11.0%</b>	<b>12.0%</b>	<b>12.0%</b>	<b>8.0%</b>

<sup>1</sup>Some hotels hadn't yet filed for June. The data above shows payments from the prior month that were received in July

<sup>2</sup>There were five weeks of payments included in this month, which is why the increases are so high.

<sup>3</sup>There are some delinquent taxpayers in the hotel classification. However, the figures don't reflect that due to a taxpayer paying Scottsdale instead of the correct jurisdiction. There will be a correction to the taxes in a future period.

<sup>4</sup>There have been some late received payments. There are also some delinquent tax returns for a couple hotels.

<sup>5</sup>There are a few late filing hotels this month

<sup>6</sup>There are some late payments for the hotel/motel classification. Additionally, the hotel that reported to us in error has not corrected their tax returns yet.

<sup>7</sup>The hotel that paid us in error was corrected this month, which caused the significant decreases.

<sup>8</sup>The large increases are due to ADOR taking over collections a year ago which changed the timing of payments from daily to weekly.

**MONTHLY BED TAX COLLECTION REPORT BY HOTEL CLASSIFICATION - FY 17/18**

Prepared by the City of Scottsdale Tourism Events Department

March 20, 2018 (Preliminary)

Item 9b

**Table 2**

FY17-18 (July 1, 2017 through June 30, 2018) -- Change from the same period last year

<b>Month of Business Activity</b>	<b>Resort Hotels 3,917 Rooms</b>	<b>% Change from FY16/17</b>	<b>Full-Service Hotels 1,854 Rooms</b>	<b>% Change from FY16/17</b>	<b>Limited- Service Hotels 2,956 Rooms</b>	<b>% Change from FY16/17</b>
June	\$460,575	-15.0%	\$107,376	-9.2%	\$165,537	-11.3%
July	\$462,458	-0.7%	\$73,531	-19.3%	\$113,834	-27.8%
August	\$445,724	1.1%	\$76,082	-24.8%	\$136,287	-15.1%
September	\$629,502	-17.8%	\$95,857	-38.7%	\$168,733	-25.6%
October	\$849,525	-16.2%	\$166,910	-22.0%	\$275,386	-11.5%
November	\$833,001	-14.9%	\$170,236	-13.4%	\$272,258	-12.8%
December	\$685,971	-13.1%	\$113,571	-29.0%	\$231,446	-0.9%
January	\$1,168,486	7.6%	\$261,238	12.4%	\$383,413	2.1%
February						
March						
April						
May						
<b>Year to date</b>	<b>\$5,535,242</b>	<b>-6.5%</b>	<b>\$1,064,801</b>	<b>10.7%</b>	<b>\$1,746,894</b>	<b>-7.4%</b>
	<b>66.31%</b>		<b>12.76%</b>		<b>20.93%</b>	

**Table 2 report does not include late payment or adjustments**

Please note that all of the Taxpayers that make up this report have been reviewed for proper classification and adjustments were made when necessary.

**City of Scottsdale**  
**Tourism Development Fund**

as of February 28, 2018

Item 9c

	FY 2017/18 Adopted	FY 2017/18 Estimates	FY 2018/19 Estimates	FY 2019/20 Estimates	FY 2020/21 Estimates	FY 2021/22 Estimates
<b>REVENUE</b>						
Bed Tax	19,441,159	19,441,159	20,063,300	20,665,200	21,285,100	21,923,700
Princess Lease	1,667,227	1,667,227	1,708,900	1,743,100	1,760,500	1,778,100
Event Notification and Survey Program	13,500	13,500	13,500	13,500	13,500	13,500
Miscellaneous	7,000	7,000	7,000	7,000	7,000	7,000
<b>TOURISM REVENUES</b>	<b>21,128,886</b>	<b>21,128,886</b>	<b>21,792,700</b>	<b>22,428,800</b>	<b>23,066,100</b>	<b>23,722,300</b>
<b>EXPENSES</b>						
Destination Marketing (50% of bed tax revenue)	(9,720,580)	(9,720,580)	(10,031,600)	(10,332,600)	(10,642,500)	(10,961,800)
General Fund Allocation	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)	(1,500,000)
<b>Event Retention and Development</b>						
Uncommitted	(816,714)	(116,457)	(214,991)	(353,267)	(608,773)	(601,500)
<b>Multi Year Event Funding Agreements</b>						
Parada del Sol Parade (Council approved 07/05/17) Year 1 of a 5 year agreement	-	(79,400)	(79,400)	(79,400)	(79,400)	(79,400)
Fiesta Bowl (20 yr agreement since 2006) Year 12 of 20 year agreement	(161,643)	(161,643)	(168,109)	(174,833)	(181,827)	(189,100)
Scottsdale International Film Festival (Council approved 07/05/17) Year 1 of a 3 year agreement	-	(37,500)	(37,500)	(37,500)	-	-
NCHA Cutting Horse Event (Council approved 03/07/17) Year 2 of a 2 year agreement	(30,000)	(30,000)	-	-	-	-
The Scottsdale Gallery Association (council approved 08/29/17) Year 1 of a 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-
Parada del Sol Rodeo (Council approved 11/28/17) Year 1 of 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-
Scottsdale Culinary Event (Council approval 01/08/18) Year 1 of 3 year agreement	-	(75,000)	(75,000)	(75,000)	-	-
<b>Total Multi Year Event Funding Agreements</b>	<b>(191,643)</b>	<b>(533,543)</b>	<b>(510,009)</b>	<b>(516,733)</b>	<b>(261,227)</b>	<b>(268,500)</b>
<b>One Year Event Funding Agreements</b>						
Off Road Expo (Council approved 07/06/16, approved additional year one year 10/17/17)	-	(75,000)	-	-	-	-
Grand Prix Event (Council approved one year 10/25/16, approved additional one year 08/29/17)	-	(75,000)	-	-	-	-
International Off Road Expo (Council approved 11/13/17)	-	(70,000)	-	-	-	-
Fahrenheit Festival (pending Council approval 03/20/18)	-	-	(75,000)	-	-	-
Cinco de Mario (pending Council approval 03/20/18)	-	-	(70,000)	-	-	-
<b>Total One Year Event Funding Agreements</b>	<b>-</b>	<b>(220,000)</b>	<b>(145,000)</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Event Programs</b>						
Matching Event Advertising Funding Program	-	(110,000)	(110,000)	(110,000)	(110,000)	(110,000)
Event Venue Fee Program	-	(20,000)	(20,000)	(20,000)	(20,000)	(20,000)
Community Events Program	-	(200,000)	(200,000)	(200,000)	(200,000)	(200,000)
<b>Total Event Programs</b>	<b>-</b>	<b>(330,000)</b>	<b>(330,000)</b>	<b>(330,000)</b>	<b>(330,000)</b>	<b>(330,000)</b>
<b>Total Events</b>	<b>(1,200,000)</b>	<b>(1,200,000)</b>	<b>(1,200,000)</b>	<b>(1,200,000)</b>	<b>(1,200,000)</b>	<b>(1,200,000)</b>
<b>Administrative/Other Professional Services</b>						
Administrative Expenses	(274,641)	(271,635)	(277,541)	(277,441)	(277,241)	(277,141)
Tourism Research	(90,000)	(90,000)	(90,000)	(90,000)	(90,000)	(90,000)
5-yr Tourism Strategic Plan	(132,359)	(132,359)	(132,359)	(132,359)	(132,359)	(132,359)
<b>Total Admin/Other</b>	<b>(497,000)</b>	<b>(493,994)</b>	<b>(499,900)</b>	<b>(499,800)</b>	<b>(499,600)</b>	<b>(499,500)</b>
<b>One-time Commitments:</b>						
One-time commitments - uncommitted	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)	(500,000)
<b>Total One-time Commitments</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>	<b>(500,000)</b>
<b>Multi-year Commitments for Capital Projects</b>						
WestWorld debt service (80-acres started FY 2006/07, ends FY 2034/35)	(600,000)	(600,000)	(600,000)	(600,000)	(600,000)	(600,000)
TNEC Equestrian Center debt service (started FY 2012/13, ends FY 2032/33)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)	(1,200,000)
Museum of the West debt service (started FY 2014/15, ends FY 2033/34)	(891,763)	(891,763)	(893,000)	(889,200)	(889,500)	(893,900)
TPC renovations debt service (started FY 2014/15, ends FY 2033/34)	(900,000)	(900,000)	(900,000)	(900,000)	(900,000)	(900,000)
<b>Total Capital Projects</b>	<b>(3,591,763)</b>	<b>(3,591,763)</b>	<b>(3,593,000)</b>	<b>(3,589,200)</b>	<b>(3,589,500)</b>	<b>(3,593,900)</b>
<b>TOTAL EXPENSES</b>	<b>(17,009,343)</b>	<b>(17,006,337)</b>	<b>(17,324,500)</b>	<b>(17,621,600)</b>	<b>(17,931,600)</b>	<b>(18,255,200)</b>
<b>CARRYOVER</b>						
Beginning Balance	12,671,579	12,849,838	12,211,459	15,934,832	19,997,205	24,386,878
Current year fund balance - <i>available for capital projects (up to \$600,000 per project)</i>	4,119,543	4,122,549	4,468,200	4,807,200	5,134,500	5,467,100
<b>TOTAL CARRYOVER FUNDS</b>	<b>16,791,122</b>	<b>16,972,387</b>	<b>16,679,659</b>	<b>20,742,032</b>	<b>25,131,705</b>	<b>29,853,978</b>
<b>Carryover Uses</b>						
Trolley Expenses	(300,327)	(300,327)	(300,327)	(300,327)	(300,327)	(300,327)
Event Notification and Survey Program, Banner Program	(20,173)	(13,500)	(13,500)	(13,500)	(13,500)	(13,500)
Strategic Plan carryover	(331,000)	(331,000)	(331,000)	(331,000)	(331,000)	(331,000)
Tourism Strategic Plan - years 4 and 5	(250,000)	(366,247)	-	-	-	-
Museum of the West 5-yr donation match (up to \$400k/year thru FY17/18)	(400,000)	(400,000)	-	-	-	-
Promotion of downtown	(300,000)	(300,000)	-	-	-	-
Electrical outlets downtown	(520,354)	(520,354)	-	-	-	-
WestWorld marketing fee - transfer out to General Fund	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)	(100,000)
Canal Convergence (Council approved 06/27/17)	-	(650,000)	-	-	-	-
Thunderbird memorial - Airport (Council approved 1/24/17)	-	(412,500)	-	-	-	-
WestWorld improvements (parking Lot G and relocate electrical in lot H) (Council approved 10/17/17)	-	(490,000)	-	-	-	-
WestWorld portable RV Pedestals (Council approved 10/17/17)	-	(377,000)	-	-	-	-
Museum of the West Education Program (Council approved 10/17/17)	-	(500,000)	-	-	-	-
<b>TOTAL CARRYOVER USES</b>	<b>(2,221,854)</b>	<b>(4,760,928)</b>	<b>(744,827)</b>	<b>(744,827)</b>	<b>(744,827)</b>	<b>(744,827)</b>
<b>ENDING BALANCE</b>	<b>14,569,268</b>	<b>12,211,459</b>	<b>15,934,832</b>	<b>19,997,205</b>	<b>24,386,878</b>	<b>29,109,151</b>

Date Created: Feb 16, 2018

# City of Scottsdale, AZ

For the Month of January 2018



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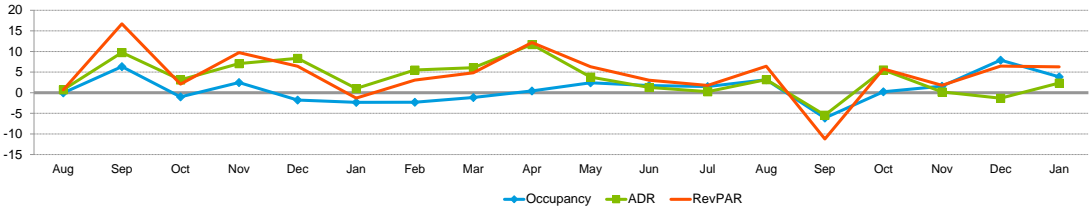
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Source: 2018 STR, Inc. / STR Global, Ltd. trading as "STR".

Tab 2 - Trend Scottsdale AZ+

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	54.2	62.1	70.1	70.5	56.0	69.3	83.1	88.6	79.3	60.6	53.3	55.9	58.3	70.2	71.7	60.4	71.9
	Last Year	54.2	58.4	70.8	68.8	57.0	70.9	85.1	89.7	79.0	68.0	59.6	52.5	54.2	62.1	70.5	56.0	69.3
Percent Change		0.0	6.3	-1.0	2.5	-1.8	-2.3	-2.3	-1.1	0.4	1.7	1.5	3.1	-6.1	0.2	1.6	7.9	3.8

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	106.20	160.09	190.75	193.47	173.99	224.80	258.04	287.59	237.93	173.09	121.80	110.71	109.59	151.40	201.33	193.86	171.67
	Last Year	105.42	145.85	184.98	180.69	160.58	222.51	244.59	271.16	213.01	166.74	120.26	110.42	106.20	160.09	190.75	173.99	224.80
Percent Change		0.7	9.8	3.1	7.1	8.4	1.0	5.5	6.1	11.7	3.8	1.3	0.3	3.2	-5.4	5.5	0.2	-1.3

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	57.51	99.40	133.65	136.45	97.36	155.69	214.40	254.90	188.72	120.56	73.86	59.03	61.21	88.24	141.39	138.91	103.66
	Last Year	57.11	85.17	130.93	124.35	91.48	157.77	208.04	243.13	168.21	113.41	71.68	57.99	57.51	99.40	133.65	136.45	97.36
Percent Change		0.7	16.7	2.1	9.7	6.4	-1.3	3.1	4.8	12.2	6.3	3.0	1.8	6.4	-11.2	5.8	1.8	6.5

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	369,241	357,330	369,458	357,540	375,689	375,751	339,752	376,154	364,020	369,489	357,570	369,489	369,489	357,570	374,139	362,070	374,139
	Last Year	359,538	357,720	369,644	354,600	366,420	366,420	330,960	366,420	358,380	373,581	361,530	373,612	369,241	357,330	369,458	357,540	375,689
Percent Change		2.7	-0.1	-0.1	0.8	2.5	2.5	2.7	2.7	1.6	-1.1	-1.1	-1.1	0.1	0.1	1.3	1.3	-0.4

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	199,955	221,864	258,867	252,173	210,222	260,228	282,297	333,401	288,731	257,353	216,826	196,993	206,380	208,403	262,756	259,430	225,914
	Last Year	194,760	208,889	261,628	244,048	208,736	259,812	281,505	328,551	282,993	254,093	215,499	196,226	199,955	221,864	258,867	252,173	210,222
Percent Change		2.7	6.2	-1.1	3.3	0.7	0.2	0.3	1.5	2.0	1.3	0.6	0.4	3.2	-6.1	1.5	2.9	7.5

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	21,235,488	35,518,922	49,379,070	48,787,004	36,577,280	58,500,458	72,844,281	95,882,396	68,696,833	44,545,188	26,410,341	21,809,196	22,617,571	31,552,816	52,900,101	50,294,194	38,782,920
	Last Year	20,531,638	30,465,854	48,396,623	44,096,020	33,518,501	57,809,773	68,852,139	89,089,230	60,281,585	42,367,542	25,914,959	21,667,211	21,235,488	35,518,922	49,379,070	48,787,004	36,577,280
Percent Change		3.4	16.6	2.0	10.6	9.1	1.2	5.8	7.6	14.0	5.1	1.9	0.7	6.5	-11.2	7.1	3.1	6.0

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	Census Props	57	57	57	57	58	58	58	58	57	57	57	57	57	58	58	58	59
	Census Rooms	11911	11911	11918	11918	12119	12121	12134	12134	12134	11919	11919	11919	11919	12069	12069	12069	12282
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	99.8	99.8	100.0	99.8	100.0	100.0	99.8	99.8	100.0	98.7	96.9

A blank row indicates insufficient data.

City of Scottsdale, AZ  
For the Month of January 2018

- - Monthly data received by STR
- - Monthly and daily data received by STR

Blank - No data received by STR

Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report

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# Tab 4 - Seg Trend Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2018

Currency: USD - US Dollar

Current Month		This Year												Percent Change (%)											
		Occupancy (%)				ADR				RevPAR				Occupancy (%)				ADR (%)				RevPAR (%)			
		Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Aug	40.4	14.9	0.0	55.4	124.71	107.26	84.22	119.98	50.39	16.02	0.03	66.44	-10.5	11.5	-31.3	-5.5	0.6	0.6	7.4	0.0	-10.0	12.2	-26.1	-5.5
	Sep	34.6	28.2	0.0	62.9	185.95	200.19	86.04	192.28	64.35	56.48	0.03	120.86	-4.7	20.9	14.9	5.3	11.2	9.7	-7.6	11.1	6.1	32.7	6.1	17.0
	Oct	34.5	35.0	0.0	69.6	228.42	232.80	71.02	230.57	78.89	81.47	0.02	160.38	-3.5	-1.2	-19.9	-2.4	8.1	-2.2	-6.3	2.7	4.3	-3.4	-24.9	0.2
	Nov	39.0	33.0	0.1	72.1	231.94	228.31	87.74	230.07	90.47	75.24	0.09	165.80	1.2	3.0	57.4	2.1	7.4	3.6	4.4	5.6	8.7	6.7	64.4	7.8
	Dec	40.8	16.8	0.2	57.7	219.35	184.73	79.03	208.86	89.40	30.95	0.14	120.49	3.2	-8.5	3.1	-0.5	9.8	0.4	-9.0	7.4	13.3	-8.1	-6.2	6.9
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6
	Feb	41.3	43.1	0.6	84.9	315.65	300.33	89.43	306.41	130.30	129.41	0.49	260.21	5.1	-8.5	1573.1	-1.7	3.8	6.0	5.6	4.7	9.1	-3.1	1667.1	2.8
	Mar	54.1	35.0	0.8	89.9	362.93	315.39	85.51	342.03	196.42	110.24	0.67	307.33	-6.9	10.1	87.8	-0.4	6.3	7.1	-56.1	5.5	-0.9	17.9	-17.6	5.0
	Apr	44.8	35.4	0.6	80.7	294.96	281.94	92.43	287.85	132.13	99.79	0.52	232.43	10.4	-9.8	899.0	1.1	12.8	8.8	37.1	10.6	24.6	-1.9	1269.9	11.8
	May	37.0	31.3	0.5	68.8	203.33	213.69	86.17	207.21	75.28	66.79	0.42	142.49	-8.0	8.1	845.6	-0.6	5.2	1.5	17.8	3.4	-3.2	9.8	1013.8	2.7
	Jun	39.9	19.8	0.4	60.2	142.01	135.47	84.95	139.44	56.73	26.82	0.37	83.92	1.3	-11.9	604.5	-2.9	2.2	-1.5	7.1	0.8	3.5	-13.2	654.8	-2.1
	Jul	39.7	12.6	0.5	52.8	130.82	113.18	91.12	126.26	51.94	14.26	0.42	66.63	1.2	-18.9	1260.1	-3.8	-0.7	-2.2	15.4	-0.7	0.5	-20.7	1469.5	-4.4
	Aug	40.0	16.5	0.5	56.9	128.36	114.97	88.02	124.15	51.31	18.96	0.40	70.67	-1.1	10.4	1180.3	2.8	2.9	7.2	4.5	3.5	1.8	18.3	1238.1	6.4
	Sep	37.2	18.7	0.3	56.3	171.45	186.14	84.08	175.86	63.82	34.90	0.26	98.98	7.6	-33.5	663.8	-10.5	-7.8	-7.0	-2.3	-8.5	-0.8	-38.2	646.4	-18.1
	Oct	35.1	34.8	0.4	70.3	233.31	248.21	86.94	239.77	81.81	86.26	0.38	168.45	1.5	-0.7	1635.1	1.0	2.1	6.6	22.4	4.0	3.7	5.9	2024.1	5.0
	Nov	43.1	28.7	0.5	72.3	225.17	235.10	88.36	228.14	96.95	67.45	0.45	164.85	10.4	-12.9	396.6	0.3	-2.9	3.0	0.7	-0.8	7.2	-10.3	400.1	-0.6
	Dec	44.8	16.3	0.6	61.7	215.66	173.67	89.37	203.38	96.64	28.24	0.53	125.41	9.9	-2.9	229.5	6.9	-1.7	-6.0	13.1	-2.6	8.1	-8.8	272.6	4.1
2018	Jan	33.4	38.6	1.0	73.0	273.95	265.67	75.60	266.89	91.59	102.55	0.75	194.88	12.8	-5.6	91.4	2.7	3.5	2.5	-8.3	2.6	16.7	-3.3	75.5	5.4

Year To Date														Percent Change (%)											
2016	Jan	32.9	39.2	0.0	72.1	275.45	253.08	0.00	263.16	90.66	99.21	0.00	189.87	8.9	-13.4	-37.8	-4.5	-4.3	-13.5	-100.0	-9.4	4.3	-25.0	-100.0	-13.4
2017	Jan	29.6	40.9	0.5	71.1	264.67	259.30	82.48	260.26	78.46	106.07	0.42	184.96	-9.9	4.3	1384.2	-1.5	-3.9	2.5	0.0	-1.1	-13.5	6.9	0.0	-2.6
2018	Jan	33.4	38.6	1.0	73.0	273.95	265.67	75.60	266.89	91.59	102.55	0.75	194.88	12.8	-5.6	91.4	2.7	3.5	2.5	-8.3	2.6	16.7	-3.3	75.5	5.4

Running 12 Month														Percent Change (%)											
2016	Jan	40.8	29.1	0.1	69.9	213.25	221.65	81.60	216.63	86.91	64.44	0.05	151.40	2.5	-1.1	-19.9	1.0	5.9	3.4	-29.7	4.8	8.6	2.2	-43.7	5.8
2017	Jan	39.6	29.3	0.1	69.0	221.53	226.37	110.92	223.37	87.77	66.23	0.14	154.14	-2.8	0.6	113.5	-1.3	3.9	2.1	35.9	3.1	1.0	2.8	190.1	1.8
2018	Jan	40.9	27.4	0.5	68.9	228.85	236.96	86.07	230.95	93.51	65.04	0.47	159.02	3.1	-6.2	321.4	-0.2	3.3	4.7	-22.4	3.4	6.5	-1.8	227.0	3.2

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Tab 5 - Seg Trend Raw Scottsdale AZ+

City of Scottsdale, AZ

For the Month of January 2018

Currency: USD - US Dollar

		This Year								Last Year									
		Supply	Demand				Revenue				Supply	Demand				Revenue			
Current Month		Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total	Total	Trans.	Grp.	Con.	Total	Trans.	Grp.	Con.	Total
2016	Aug	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450	201,314	90,896	26,958	105	117,959	11,267,419	2,873,890	8,231	14,149,540
	Sep	207,810	71,921	58,624	84	130,629	13,373,607	11,736,105	7,227	25,116,939	204,600	74,276	47,743	72	122,091	12,415,851	8,709,612	6,706	21,132,169
	Oct	214,737	74,161	75,152	54	149,367	16,940,150	17,495,188	3,835	34,439,173	211,420	75,671	74,864	66	150,601	15,991,010	17,828,937	5,028	33,824,975
	Nov	207,810	81,058	68,480	215	149,753	18,800,338	15,634,742	18,864	34,453,944	200,850	77,436	64,255	132	141,823	16,720,982	14,166,197	11,089	30,898,268
	Dec	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595	207,545	81,980	37,988	360	120,328	16,371,205	6,987,340	31,258	23,389,803
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
	Feb	194,376	80,242	83,753	1,072	165,067	25,328,151	25,153,775	95,866	50,577,792	187,460	73,658	88,302	62	162,022	22,397,590	25,028,671	5,232	47,431,493
	Mar	215,202	116,470	75,219	1,675	193,364	42,270,406	23,723,509	143,222	66,137,137	207,545	120,590	65,863	860	187,313	41,153,237	19,401,039	167,611	60,721,887
	Apr	208,260	93,291	73,712	1,162	168,165	27,516,832	20,782,362	107,400	48,406,594	204,630	83,024	80,329	114	163,467	21,701,873	20,820,473	7,703	42,530,049
	May	215,202	79,681	67,260	1,052	147,993	16,201,343	14,372,998	90,646	30,664,987	214,706	86,431	62,067	111	148,609	16,706,477	13,063,788	8,120	29,778,385
	Jun	208,260	83,197	41,229	918	125,344	11,814,625	5,585,159	77,987	17,477,771	207,780	81,938	46,667	130	128,735	11,385,132	6,418,098	10,309	17,813,539
	Jul	215,202	85,446	27,124	995	113,565	11,178,372	3,069,766	90,664	14,338,802	214,737	84,277	33,391	73	117,741	11,098,965	3,863,519	5,764	14,968,248
	Aug	215,202	86,019	35,483	988	122,490	11,041,182	4,079,351	86,962	15,207,495	214,737	86,769	32,069	77	118,915	10,821,386	3,439,579	6,485	14,267,450
	Sep	208,260	77,524	39,045	643	117,212	13,291,550	7,267,794	54,061	20,613,405	207,810	71,921	58,624	84	130,629	13,373,607	11,736,105	7,227	25,116,939
	Oct	215,202	75,455	74,793	939	151,187	17,604,646	18,564,168	81,636	36,250,450	214,737	74,161	75,152	54	149,367	16,940,150	17,495,188	3,835	34,439,173
	Nov	208,260	89,667	59,751	1,070	150,488	20,189,945	14,047,443	94,550	34,331,938	207,810	81,058	68,480	215	149,753	18,800,338	15,634,742	18,864	34,453,944
	Dec	215,202	96,432	34,997	1,268	132,697	20,796,638	6,077,758	113,318	26,987,714	214,737	87,518	35,981	384	123,883	19,197,402	6,646,847	30,346	25,874,595
2018	Jan	215,202	71,946	83,070	2,121	157,137	19,709,862	22,068,858	160,358	41,939,078	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294

Year To Date										
2016	Jan	207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
2017	Jan	214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294
2018	Jan	215,202	71,946	83,070	2,121	157,137	19,709,862	22,068,858	160,358	41,939,078

211,513	63,903	95,699	118	159,720	18,386,354	27,995,301	11,683	46,393,338
207,545	68,308	81,363	72	149,743	18,815,108	20,591,035	0	39,406,143
214,799	63,676	87,868	1,106	152,650	16,853,232	22,783,839	91,223	39,728,294

Running 12 Month										
2016	Jan	2,457,979	1,001,773	714,625	1,499	1,717,897	213,628,616	158,395,408	122,355	372,146,379
2017	Jan	2,511,488	995,021	734,793	3,270	1,733,084	220,429,388	166,331,888	362,720	387,123,996
2018	Jan	2,533,830	1,035,370	695,436	13,903	1,744,709	236,943,550	164,792,943	1,196,670	402,933,163

2,496,445	992,400	734,032	1,900	1,728,332	199,782,791	157,414,778	220,568	357,418,136
2,457,979	1,001,773	714,625	1,499	1,717,897	213,628,616	158,395,408	122,355	372,146,379
2,511,488	995,021	734,793	3,270	1,733,084	220,429,388	166,331,888	362,720	387,123,996

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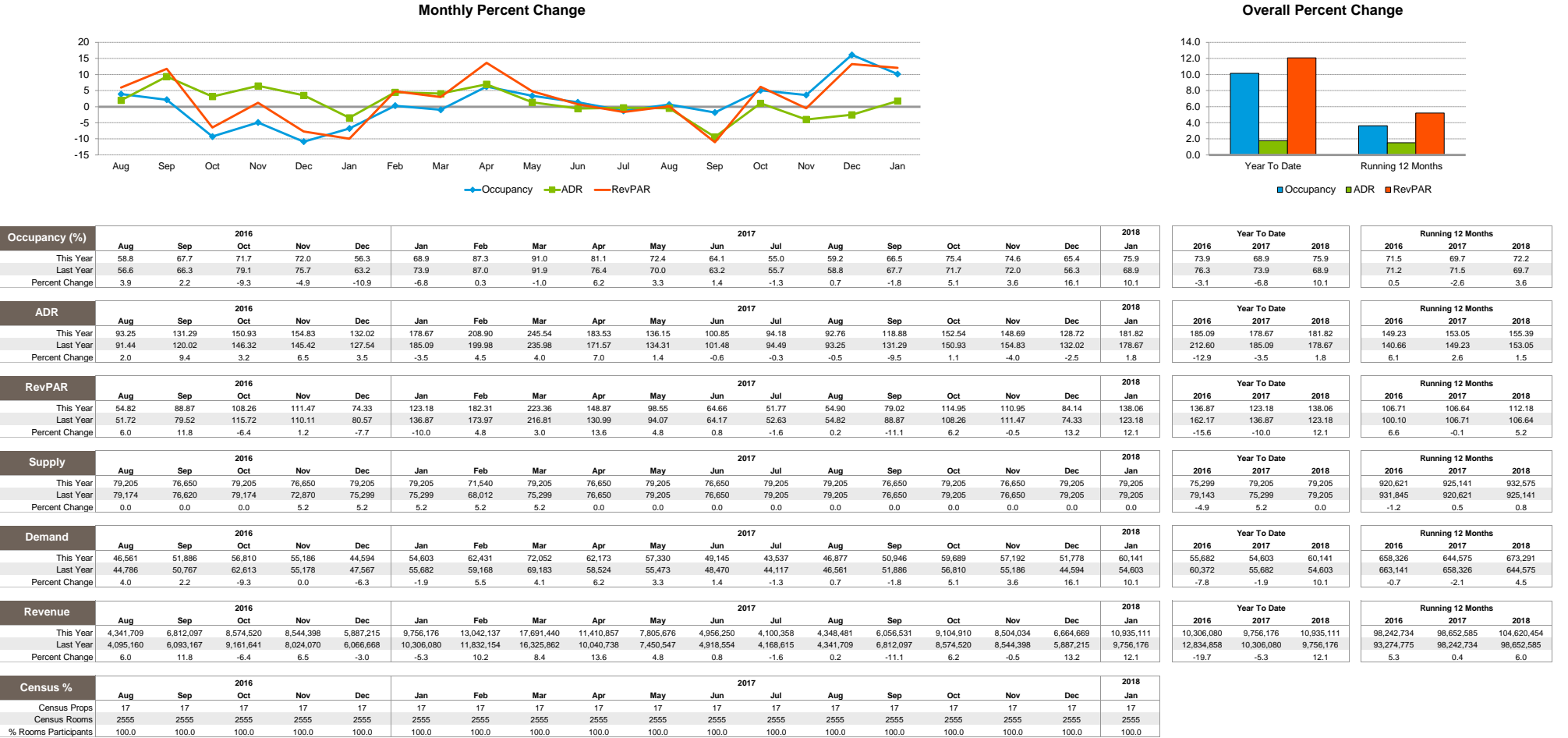
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City of Scottsdale, AZ  
For the Month of January 2018

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Tab 7 - Trend Scottsdale Downtown+



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Tab 8 - Response Scottsdale Downtown+

City of Scottsdale, AZ  
For the Month of January 2018

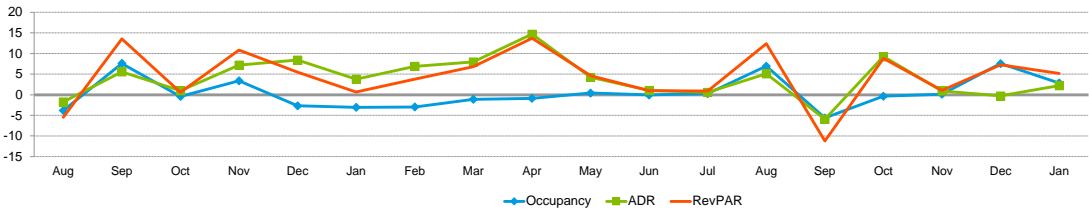
								2016												2017												2018														
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D			
32665	aloft Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jan 1996	126	Y					○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●															
56174	Best Western Plus Sundial	Scottsdale, AZ	85251	Jul 2011	Mar 2009	54		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
32389	Comfort Suites Old Town Scottsdale	Scottsdale, AZ	85251	Jan 1996	Jan 1996	60		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
37904	Courtyard Scottsdale Old Town	Scottsdale, AZ	85251	May 1999	May 1999	180		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
31968	Extended Stay America Phoenix Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2013	Aug 1995	121		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
38821	Hilton Garden Inn Scottsdale Old Town	Scottsdale, AZ	85251	Aug 1999	Aug 1999	199		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
34598	Holiday Inn Express & Suites Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2003	Feb 1998	169	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
7555	Hotel Valley Ho	Scottsdale, AZ	85251	Dec 2005	Jun 1953	240	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
8073	Howard Johnson Scottsdale Old Town	Scottsdale, AZ	85251	Mar 2012	Jun 1966	65	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
36698	Hyatt House Scottsdale Old Town	Scottsdale, AZ	85251	Jan 2012	Oct 1998	164		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
34426	Hyatt Place Scottsdale Old Town	Scottsdale, AZ	85251	Sep 2006	Dec 1998	126	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
12031	Marriott Scottsdale Suites Old Town	Scottsdale, AZ	85251	May 1988	May 1988	243		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
9113	The Saguaro Scottsdale	Scottsdale, AZ	85251	Apr 2016	Jun 1975	194	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
11348	The Scott Resort & Spa	Scottsdale, AZ	85251	Apr 2016	Jun 1961	204		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
57164	W Hotel Scottsdale	Scottsdale, AZ	85251	Sep 2008	Sep 2008	230	Y	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
1828	Magnuson Hotel Papago Inn	Scottsdale, AZ	85257	Sep 2014	Jun 1964	58		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●														
			Total Properties:		17	2555	○ - Monthly data received by STR ● - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																							

A blank row indicates insufficient data.

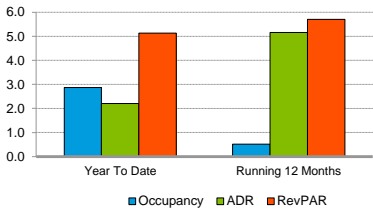
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Tab 9 - Trend Scottsdale Middle+

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	49.6	58.1	67.6	68.9	53.3	68.1	82.6	89.2	79.1	67.0	56.9	49.2	53.1	54.8	67.4	69.1	57.3	70.1
Last Year	51.6	54.0	67.9	66.7	54.7	70.3	85.1	90.2	79.7	66.7	56.9	49.0	49.6	58.1	67.6	68.9	53.3	68.1
Percent Change	-3.8	7.6	-0.4	3.4	-2.7	-3.0	-3.0	-1.1	-0.9	0.4	-0.1	0.3	6.9	-5.6	-0.4	0.2	7.6	2.9

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	103.35	153.32	181.60	188.69	172.82	221.02	253.35	282.29	233.83	165.02	117.04	107.66	108.60	144.23	198.39	190.44	172.30	225.89
Last Year	105.17	145.24	179.81	176.00	159.44	212.96	237.00	261.46	203.89	158.35	115.82	107.04	103.35	153.32	181.60	188.69	172.82	221.02
Percent Change	-1.7	5.6	1.0	7.2	8.4	3.8	6.9	8.0	14.7	4.2	1.1	0.6	5.1	-5.9	9.2	0.9	-0.3	2.2

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	51.30	89.08	122.84	130.09	92.04	150.59	209.27	251.83	184.85	110.51	66.57	52.92	57.66	79.06	133.69	131.51	98.70	158.33
Last Year	54.28	78.43	122.11	117.37	87.26	149.64	201.72	235.85	162.60	105.62	65.92	52.47	51.30	89.08	122.84	130.09	92.04	150.59
Percent Change	-5.5	13.6	0.6	10.8	5.5	0.6	3.7	6.8	13.7	4.6	1.0	0.9	12.4	-11.2	8.8	1.1	7.2	5.1

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	202,523	195,990	202,740	196,200	208,971	209,033	189,168	209,436	202,680	202,771	196,230	202,771	202,771	196,230	207,421	200,730	207,421	214,024
Last Year	196,292	199,740	206,398	199,740	206,398	206,398	186,424	206,398	199,740	206,522	199,860	206,553	202,523	195,990	202,740	196,200	208,971	209,033
Percent Change	3.2	-1.9	-1.8	-1.8	1.2	1.3	1.5	1.5	1.5	-1.8	-1.8	-1.8	0.1	0.1	2.3	2.3	-0.7	2.4

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	100,538	113,869	137,134	135,275	111,296	142,426	156,254	186,836	160,219	135,789	111,613	99,672	107,647	107,568	139,778	138,614	118,814	150,009
Last Year	101,307	107,858	140,174	133,203	112,956	145,035	158,676	186,181	159,286	137,747	113,756	101,257	100,538	113,869	137,134	135,275	111,296	142,426
Percent Change	-0.8	5.6	-2.2	1.6	-1.5	-1.8	-1.5	0.4	0.6	-1.4	-1.9	-1.6	7.1	-5.5	1.9	2.5	6.8	5.3

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
This Year	10,390,115	17,458,762	24,903,940	25,524,376	19,233,759	31,478,765	39,586,723	52,741,338	37,464,542	22,408,364	13,063,496	10,730,957	11,690,987	15,514,724	27,730,110	26,397,557	20,471,799	33,885,460
Last Year	10,654,540	15,665,791	25,204,227	23,444,194	18,009,260	30,886,278	37,606,034	48,679,384	32,477,174	21,812,846	13,175,282	10,838,110	10,390,115	17,458,762	24,903,940	25,524,376	19,233,759	31,478,765
Percent Change	-2.5	11.4	-1.2	8.9	6.8	1.9	5.3	8.3	15.4	2.7	-0.8	-1.0	12.5	-11.1	11.3	3.4	6.4	7.6

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
Census Props	29	29	29	29	30	30	30	30	30	29	29	29	29	29	30	30	30	31
Census Rooms	6533	6533	6540	6540	6741	6743	6756	6756	6756	6541	6541	6541	6541	6541	6691	6691	6691	6904
% Rooms Participants	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	97.6

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Tab 10 - Response Scottsdale Middle+

City of Scottsdale, AZ  
For the Month of January 2018

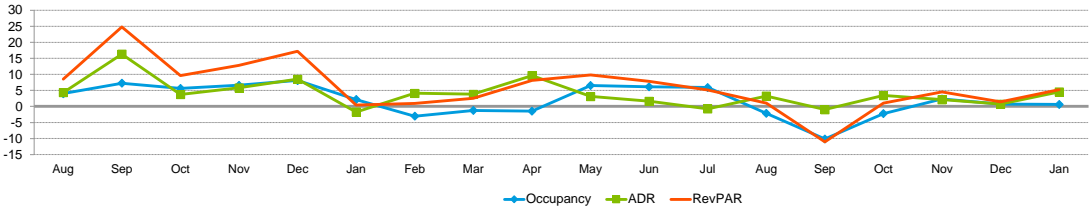
							2016												2017												2018															
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D			
11338	The Unbound Collection Royal Palms Resort & Spa	Phoenix, AZ	85018	Jul 2016	Jun 1948	119	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
61737	Courtyard Scottsdale Salt River	Scottsdale, AZ	85250	Apr 2012	Apr 2012	158		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
10025	DoubleTree Paradise Valley Resort Scottsdale	Scottsdale, AZ	85250	Jul 1995	Jun 1984	378		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
9489	Embassy Suites Scottsdale Resort	Scottsdale, AZ	85250	Jul 2016	Nov 1980	312	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
9678	Hilton Scottsdale Resort & Villas	Scottsdale, AZ	85250	Jan 2000	Jan 1973	235	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
40	Hotel Adeline	Scottsdale, AZ	85250	Jan 2018	Dec 1970	213	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
26577	Luxury Collection The Phoenician	Scottsdale, AZ	85251	Jun 1994	Oct 1988	645	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
6251	Motel 6 Scottsdale	Scottsdale, AZ	85251	May 1967	May 1967	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
64656	Andaz Scottsdale Resort & Spa	Scottsdale, AZ	85253	Dec 2016	Dec 2016	201												○	•	•	•	•	•	•	•	•	•	•	•	•	•															
31031	Hampton Inn & Suites Phoenix Scottsdale Shea Boulevard	Scottsdale, AZ	85253	Oct 2017	Jan 1995	150	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	○	•	•														
33091	Homewood Suites Phoenix Scottsdale	Scottsdale, AZ	85253	Aug 1997	Aug 1997	114		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
6769	JW Marriott Camelback Inn Scottsdale Resort & Spa	Scottsdale, AZ	85253	Sep 1967	Jun 1936	453		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
56000	Omni Scottsdale Resort & Spa @ Montelucia	Scottsdale, AZ	85253	Jan 2014	Nov 2008	293		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
16097	Residence Inn Scottsdale Paradise Valley	Scottsdale, AZ	85253	Jan 1991	Jan 1991	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
11349	Sanctuary On Camelback Mountain	Paradise Valley, AZ	85253	Mar 2001	Jun 1970	109	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
11337	The Hermosa Inn	Paradise Valley, AZ	85253	Nov 2009	Jun 1930	43	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
9105	The McCormick Scottsdale	Scottsdale, AZ	85253	Apr 2001	Jun 1975	125	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
1288	The Scottsdale Plaza Resort	Scottsdale, AZ	85253	Mar 1990	Jun 1972	404		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
35018	Extended Stay America Phoenix Scottsdale	Scottsdale, AZ	85254	Feb 2013	Sep 1997	106		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
61809	Hampton Inn Suites Scottsdale Riverwalk	Scottsdale, AZ	85256	Feb 2012	Feb 2012	101		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
56696	Talking Stick Resort	Scottsdale, AZ	85256	Apr 2010	Apr 2010	496	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
18805	Days Inn & Suites Scottsdale North	Scottsdale, AZ	85258	Dec 2012	Jun 1984	100	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
18806	Destination Hotels The Scottsdale Resort @ McCormick R	Scottsdale, AZ	85258	Sep 2015	Jun 1976	326	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
37574	Gainey Suites	Scottsdale, AZ	85258	Jan 1999	Jan 1999	162		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
32601	Holiday Inn Express Scottsdale North	Scottsdale, AZ	85258	Jan 2011	Jan 1996	122	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
26046	Hyatt Regency @ Gainey Ranch	Scottsdale, AZ	85258	Dec 1986	Dec 1986	493	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
24075	Courtyard Scottsdale @ Mayo Clinic	Scottsdale, AZ	85259	Jan 1989	Jan 1989	124		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
34261	La Quinta Inns & Suites Phoenix Scottsdale	Scottsdale, AZ	85260	Dec 1996	Dec 1996	140		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
32463	Scottsdale Suites On Shea	Scottsdale, AZ	85260	Jan 2018	Dec 1995	162		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
39563	TownePlace Suites Scottsdale	Scottsdale, AZ	85260	Feb 2000	Feb 2000	130	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•															
53800	Wekopa Resort & Conference Center	Fort McDowell, AZ	85264	Oct 2014	Dec 2005	246		○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○															
Total Properties:							31	6904												○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																										

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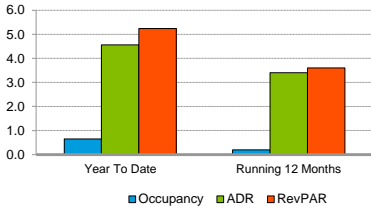
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Tab 11 - Trend Scottsdale North+

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	59.3	65.3	73.9	72.7	62.1	71.5	80.6	85.6	77.7	73.0	65.5	60.2	58.0	58.7	72.3	74.4	62.5
	Last Year	57.0	60.9	70.0	68.2	57.4	69.9	83.1	86.7	78.8	68.5	61.7	56.9	59.3	65.3	73.9	72.7	62.1
Percent Change		4.0	7.3	5.6	6.6	8.1	2.2	-3.0	-1.2	-1.4	6.6	6.1	5.9	-2.1	-10.1	-2.2	2.4	0.7

ADR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	122.02	197.49	239.10	232.66	205.56	268.72	309.60	331.95	292.71	218.20	147.36	128.75	125.99	195.53	247.21	237.60	206.99
	Last Year	116.95	169.73	230.45	219.91	189.48	273.40	297.41	319.81	266.94	211.64	145.00	129.70	122.02	197.49	239.10	232.66	205.56
Percent Change		4.3	16.4	3.8	5.8	8.5	-1.7	4.1	3.8	9.7	3.1	1.6	-0.7	3.3	-1.0	3.4	2.1	0.7

RevPAR	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	72.32	129.03	176.75	169.23	127.64	192.03	249.42	284.12	227.42	159.19	96.53	77.55	73.09	114.79	178.68	176.89	129.46
	Last Year	66.65	103.37	161.27	150.06	108.85	191.21	247.02	277.14	210.41	144.89	89.49	73.77	72.32	129.03	176.75	169.23	127.64
Percent Change		8.5	24.8	9.6	12.8	17.3	0.4	1.0	2.5	8.1	9.9	7.9	5.1	1.1	-11.0	1.1	4.5	1.4

Supply	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	90,644	87,720	90,644	87,720	90,644	90,644	81,872	90,644	87,720	90,644	87,720	90,644	90,644	87,720	90,644	87,720	90,644
	Last Year	87,854	85,020	87,854	85,020	87,854	87,854	79,352	87,854	85,020	90,985	88,050	90,985	90,644	87,720	90,644	87,720	90,644
Percent Change		3.2	3.2	3.2	3.2	3.2	3.2	3.2	3.2	-0.4	-0.4	-0.4	0.0	0.0	0.0	0.0	0.0	0.0

Demand	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	53,720	57,312	67,006	63,806	56,285	64,774	65,959	77,583	68,153	66,130	57,460	54,598	52,583	51,499	65,516	65,307	56,694
	Last Year	50,070	51,781	61,481	58,017	50,471	61,443	65,907	76,134	67,016	62,289	54,340	51,751	53,720	57,312	67,006	63,806	56,285
Percent Change		7.3	10.7	9.0	10.0	11.5	5.4	0.1	1.9	1.7	6.2	5.7	5.5	-2.1	-10.1	-2.2	2.4	0.7

Revenue	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	This Year	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904	17,406,073	20,420,779	25,753,492	19,949,263	14,429,404	8,467,220	7,029,590	6,625,037	10,069,495	16,196,029	15,516,693	11,734,868
	Last Year	5,855,554	8,788,598	14,168,256	12,758,242	9,563,175	16,798,651	19,601,513	24,348,259	17,888,917	13,183,094	7,879,486	6,711,908	6,555,126	11,318,318	16,021,320	14,845,082	11,569,904
Percent Change		11.9	28.8	13.1	16.4	21.0	3.6	4.2	5.8	11.5	9.5	7.5	4.7	1.1	-11.0	1.1	4.5	1.4

Census %	2016					2017												2018
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	Census Props	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11	11
	Census Rooms	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924	2924
% Rooms Participants		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

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Tab 12 - Response Scottsdale North+

City of Scottsdale, AZ  
For the Month of January 2018

								2016												2017												2018																		
STR Code	Name of Establishment	City & State	Zip Code	Aff Date	Open Date	Rooms	Chg in Rms	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D							
34909	Extended Stay America Phoenix Scottsdale North	Scottsdale, AZ	85254	Jun 1997	Jun 1997	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
43004	Westin Kierland Resort & Spa	Scottsdale, AZ	85254	Nov 2002	Nov 2002	732		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
26312	Fairmont Scottsdale Princess	Scottsdale, AZ	85255	Oct 1999	Jan 1988	750	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
53188	Hilton Garden Inn Scottsdale North Perimeter Center	Scottsdale, AZ	85255	Mar 2005	Mar 2005	122		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
47255	Residence Inn Scottsdale North	Scottsdale, AZ	85255	Dec 2002	Dec 2002	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
9177	Best Western Plus Scottsdale Thunderbird Suites	Scottsdale, AZ	85260	Jan 2014	Jun 1985	120		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
53075	Holiday Inn Scottsdale North Airpark	Scottsdale, AZ	85260	Dec 2014	Dec 2004	117		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
38398	Marriott Scottsdale @ McDowell Mountain	Scottsdale, AZ	85260	May 1999	May 1999	266	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
18818	Curio Collection Boulders Resort & Spa	Scottsdale, AZ	85262	Apr 2015	Jun 1985	160		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
36856	Four Seasons Resort Scottsdale @ Troon North	Scottsdale, AZ	85262	Dec 1999	Dec 1999	210		•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
11283	Carefree Resort & Conference Center	Carefree, AZ	85377	Sep 1996	Jun 1963	207	Y	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
			Total Properties:			11	2924	○ - Monthly data received by STR • - Monthly and daily data received by STR Blank - No data received by STR Y - (Chg in Rms) Property has experienced a room addition or drop during the time period of the report																																										

A blank row indicates insufficient data.

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**To:** Linda Dillenbeck, Vice Chairperson  
Tourism Development Commission

**From:** Steve Geiogamah, Tourism Development Manager

**Date:** March 20, 2018

**Subject:** Manager Report – STR Regional Data Profile

The following is a regional profile summary based on STR data that is collected for the Downtown, Central, and Northern Scottsdale market areas.

**Downtown Scottsdale Trend Report**

17 properties are included in the report with a total of 2,555 rooms available  
The average number of rooms for the area is 150  
Room Revenue for the Downtown area for the past twelve months is \$104,620,454  
Total rooms in the downtown area produced \$40,947 per room over the past twelve months  
Downtown ADR and REV par for the past twelve months is \$155.39 and \$112.18 respectively

**Central Scottsdale Trend Report**

31 properties are included in the report with a total of 6,904 rooms available  
The average number of rooms for the area is 222  
Room Revenue for the middle area for the past twelve months is \$311,686,057  
Total rooms in the central area produced \$45,145 per room over the past twelve months  
Central ADR and REV par for the past twelve months is \$193.26 and \$128.18 respectively

**North Scottsdale Trend Report**

11 properties are included in the report with a total of 2,924 rooms available  
The average number of rooms for the area is 265  
Room Revenue for the Northern area for the past twelve months is \$174,510,752  
Total rooms in the northern area produced \$59,682 per room over the past twelve months  
Northern ADR and REV par for the past twelve months is \$233.72 and \$163.51 respectively